



Georgia Technology Authority

# FY'06 Annual MVR Survey Report

# FY'06 Annual MVR Survey

## TABLE OF CONTENTS

- . *Executive Summary*
- . *Background & Objective*
- . *Methodology*
- . *Survey Results*
- . *Conclusion*
- . *Appendix*

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# Executive Summary

*The Office of Data Sales' customer service initiatives are in line with:*

- Governor's initiative to elevate the level of customer service experienced by Georgians when interacting with their state government*
- Georgia Technology Authority's objective to increase customer satisfaction*

The FY'06 annual survey for the motor vehicle record (MVR) service offering was conducted in 2005. The survey results indicate a customer satisfaction rating of 99.5% overall.

This was the first of annual surveys; input from customers has been valuable. The survey has enabled the Office of Data Sales to collaborate with the Department of Driver Services and improve customer interactions related to the MVR offering.

The survey results were categorized, and Georgia Technology Authority responses have been documented. Also, the Office of Data Sales has contacted customers to provide feedback to these concerns and suggestions obtained in the survey.

These annual surveys will help the Office of Data Sales maintain a "world class" customer satisfaction rating every year.

# Background & Objective

*O.C.G.A. § 40-5-2*

*for purposes specified in S.B. 69*

## Background:

The Georgia Technology Authority in partnership with the Department of Driver Services offers individual Driving History / Motor Vehicle Report (MVR) via the Internet to all certified customers.

MVR is the applicable abstract of an individual Driver's Record licensed to customer. The contents of the abstract will vary according to the purpose for which the abstract is requested.

There are five purposes for requesting an MVR: insurance, employment, credit, rental car agency and limited rating information:

1. Insurance companies and/or insurance support organizations (ISOs) can ascertain MVR.
2. A customer can ascertain copies of driver records for employment purposes. (Each company must have written consent on file from the individual to request the driver record).
3. A customer can ascertain MVR for credit purposes in accordance with the Fair Credit Reporting Act.
4. Car agencies that maintain their own insurance division can ascertain MVR for insurance purposes. (These insurance divisions are certified by the Insurance Commissioner to insure their vehicles and handle their own claims).
5. Only insurance agents and ISOs can request the limited rating report.

## Objective:

Assess customer satisfaction for FY'06 and attain a "world class" customer satisfaction rating of 95+% for the MVR offering by June 2006.

# Methodology

Upon establishment of the Office of Data Sales, a goal was set to attain and maintain a “world class” customer satisfaction rating.

Work was initiated in 2005. Based on research, the Office of Data Sales created a paper-based survey template. This template was used to create an electronic version for conducting the annual surveys.

The Office of Data Sales team contacted customers prior to sending the survey. Following the notifications via email, the survey was conducted using the *SurveyTool* on the *Georgia.gov* portal.

Survey responses were collected and categorized into customer concerns and suggestions. Standard responses to the customer concerns and suggestion were formulated. The Office of Data Sales team contacted customers to provide feedback on their comments.

We will conduct next year’s survey using the above mentioned methodology, and make improvements to meet our customers’ needs.

# Survey Results

The entire MVR customer base of approximately 350 customers received the survey electronically. Two groups were sent surveys: one for customers who were generating more than \$500 in revenue (approximately 50 customers) and another for the rest of the customers (approximately 300 customers).

A total of 21 surveys were accessed of which 18 surveys were completed for the first group.

Do these products / services meet your expectations?		# of Responses	Response Ratio
Yes		18	100 %
No		0	0 %

The survey results indicate a customer satisfaction rating of 100% overall for the first group.

A total of 111 surveys were accessed of which 72 surveys were completed for the second group.

Do these products / services meet your expectations?		# of Responses	Response Ratio
Yes		71	99 %
No		1	1 %

The survey results indicate a customer satisfaction rating of 99% overall for the second group. The details of the survey are listed in Appendix A.

The survey results were categorized into the following customer concerns and suggestions:

## Concerns:

- Sign-up and renewal process: Some customers found sign-up and renewal process difficult
- Price of service: A few customers were unclear on the justification for the no-hit fee.
- A few customers requested password expiration policy change.

# Survey Results

## Suggestions:

- Some customers requested a product / service for criminal background checks.
- Some customers suggested alternate / improved data entry to minimize no-hits.
- Some customers suggested electronic paperwork for sign-ups and renewals.
- A few batch customers requested multiple batch submissions.

Standard responses to customer concerns and suggestions plus feedback to these are listed below:

### **Customer Concern**

- Sign-up and renewal process: Some customers requested simplification of processes.
- Price of service: A few customers were unclear on the justification for no-hit fee.
- A few customers requested password expiration policy change.

### **GTA Response**

GTA has worked with the Department of Driver Service to make changes to the MVR section of the Department of Driver Service website to make the MVR sign-up and renewal process simpler by separating the web pages for renewal and initial sign-up processes. Also, GTA now obtain accounts expiration information from Department of Driver Service to send notifications to customers prior to expiration.

To provide premium services, such as the MVR system, it is necessary to charge in order to cover the cost of offering the services. Georgia's pricing is moderate when compared to other states. Further, the MVR system is an inquiry-based system, customers are charged per inquiry.

Password expirations are required to adhere to the Georgia state security policies.

### **Customer Feedback**

Customers have indicated that they now find the MVR area on Department of Driver Service website a bit easier to use for sign-up and renewals.

Upon explaining the nature of the service and requirement for accurate entry, customers seem to be satisfied overall.

Customers seem to understand the security policy requirements for password expirations.

# Survey Results

## Customer Suggestion

- Some customers requested a product / service for criminal background checks.
- Some customers suggested alternate / improved data entry to minimize no-hits.
- Some customers suggested electronic paperwork for sign-ups and renewals.
- A few batch customers requested multiple batch submissions.

## GTA Response

The Georgia state government has been investigating offering a product / service for criminal background checks.

To prevent illegal use of the MVR offering, alternate data entry as suggested cannot be offered. Correct entry as shown on the IDs are the only requirement for proper use of the MVR offering.

To provide premium services, such as the MVR system, it is necessary to charge in order to cover the cost of offering the services. Georgia's pricing is moderate when compared to other states. Further, the MVR system is an inquiry-based system, customers are charged per inquiry. No-hits are charged as inquires.

Original signatures are required on agreements per legislation.

More than one batch submission would require modifications to the MVR system.

## Customer Feedback

Customers hope to someday have access to such a service.

Upon explaining the nature of the service and requirement for accurate entry, customers seem to be satisfied overall.

Customers seem to understand the reason why electronic paperwork is not available.

Customers seem to understand the reason multiple batch submissions is not available at the present.

The Office of Data Sales has added viable customer suggestions to the new products idea bank. These suggestions will be researched to develop new products to better serve the constituents of Georgia.



# Conclusion

The Office of Data Sales finds these surveys an effective means to obtain customer feedback and they enable us to improve customer interactions in collaboration with Department of Driver Services.

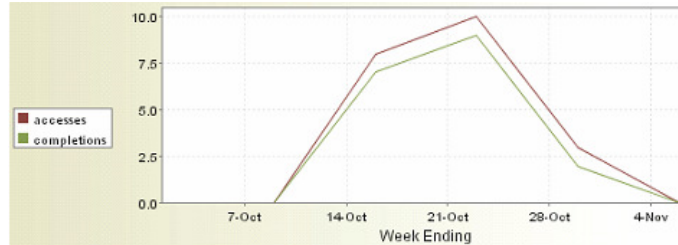
Further, the customer suggestions result in exploring viable ideas to develop new products that meet customer needs.

Finally, the Office of Data Sales annual customer surveys help GTA achieve its customer satisfaction goals. Also, these meet the Governor's initiative to elevate the level of customer service experienced by Georgians when interacting with their state government.

Prior to assessing the FY'06 survey, the Office of Data Sales had anticipated some dissatisfaction with a few of the concerns raised by our customers. For the upcoming FY '07 survey we anticipate dissatisfaction with system access. The system access issues were expected by Georgia Technology Authority due to much needed state Data Center upgrades.

# Appendix

Details of survey for first group (customers who generated more than \$500 in revenue):



Activity Totals	Total	Nov	Oct	Sep	Aug	Jul	Jun
Survey Accesses	21	0	21	0	0	0	0
Survey Completions	18	0	18	0	0	0	0

Do these products / services meet your expectations?		# of Responses	Response Ratio
Yes		18	100 %
No		0	0 %
1. Process of becoming a GTA products / services customer:		# of Responses	Response Ratio
Very Satisfied		3	17 %
Satisfied		13	72 %
Not Applicable		0	0 %
Dissatisfied		1	6 %
Very Dissatisfied		1	6 %
2. Process of renewing your GTA account:		# of Responses	Response Ratio
Very Satisfied		2	11 %
Satisfied		10	56 %
Not Applicable		0	0 %
Dissatisfied		5	28 %
Very Dissatisfied		1	6 %
3. Process of issue resolution:		# of Responses	Response Ratio
Very Satisfied		4	22 %
Satisfied		7	39 %
Not Applicable		5	28 %
Dissatisfied		2	11 %
Very Dissatisfied		0	0 %
4. Price of products / services:		# of Responses	Response Ratio
Very Satisfied		5	28 %
Satisfied		11	61 %
Not Applicable		0	0 %
Dissatisfied		2	11 %
Very Dissatisfied		0	0 %
5. Receiving your products / services in a timely manner:		# of Responses	Response Ratio
Very Satisfied		7	39 %
Satisfied		11	61 %
Not Applicable		0	0 %
Dissatisfied		0	0 %
Very Dissatisfied		0	0 %

# Appendix

Details of survey for other group (rest of the MVR customer base generating less than \$500 in revenue per customer):



Activity Totals	Total	Nov	Oct	Sep	Aug	Jul	Jun
Survey Accesses	111	0	111	0	0	0	0
Survey Completions	72	0	72	0	0	0	0

Do these products / services meet your expectations?		# of Responses	Response Ratio
Yes	<div></div>	71	99 %
No	<div></div>	1	1 %
1. Process of becoming a GTA products / services customer:			
Very Satisfied	<div></div>	19	26 %
Satisfied	<div></div>	47	65 %
Not Applicable	<div></div>	0	0 %
Dissatisfied	<div></div>	6	8 %
Very Dissatisfied	<div></div>	0	0 %
2. Process of renewing your GTA account:		# of Responses	Response Ratio
Very Satisfied	<div></div>	12	17 %
Satisfied	<div></div>	38	53 %
Not Applicable	<div></div>	4	6 %
Dissatisfied	<div></div>	14	19 %
Very Dissatisfied	<div></div>	4	6 %
3. Process of issue resolution:		# of Responses	Response Ratio
Very Satisfied	<div></div>	18	25 %
Satisfied	<div></div>	29	40 %
Not Applicable	<div></div>	24	33 %
Dissatisfied	<div></div>	1	1 %
Very Dissatisfied	<div></div>	0	0 %
4. Price of products / services:		# of Responses	Response Ratio
Very Satisfied	<div></div>	19	26 %
Satisfied	<div></div>	49	68 %
Not Applicable	<div></div>	0	0 %
Dissatisfied	<div></div>	4	6 %
Very Dissatisfied	<div></div>	0	0 %
5. Receiving your products / services in a timely manner:		# of Responses	Response Ratio
Very Satisfied	<div></div>	45	63 %
Satisfied	<div></div>	26	36 %
Not Applicable	<div></div>	0	0 %
Dissatisfied	<div></div>	1	1 %
Very Dissatisfied	<div></div>	0	0 %

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